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ABSTRACT

This publicity kit is intended to provide adult educators with materials for promoting and recruiting students into an adult education program designed according to the OPTIONS model (i.e., programs geared toward teaching the literacy, technical, and entrepreneurship skills that are necessary to adapt to changing labor market conditions resulting from technological advancement). Materials are provided for conducting three different campaigns. The first two sets of materials offer two approaches to promoting and publicizing a literacy program. The first approach is geared toward enhancing community awareness of the program's role in tackling the literacy problem, whereas the second is geared toward informing local employers of the illiteracy problem, how it affects them, and how the literacy program can help. Two publicity campaigns for promoting an entrepreneurship education program are provided. The first centers around the concept "mind your own business by owning your own business," and the second is based on the concept "own your own business, own your own future." The third group of materials offers to approaches to enhancing institutional awareness of a program. One promotes program services to employers, and the other recruits clients. Copy for a public service announcement and black-line masters for a poster, fliers, stationary, a large ad, descending sizes of slogans for various promotional materials and items, bumper stickers, bus and taxi cards, ads, and pads and tear-off cards are provided for each of the six approaches. (MN)

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ED288986

OPTIONS

Expanding Educational Services for Adults

P•U•B•L•I•C•I•T•Y K•I•T

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

THE NATIONAL CENTER
FOR RESEARCH IN VOCATIONAL EDUCATION
THE OHIO STATE UNIVERSITY

CE048002

BEST COPY AVAILABLE

To the User

Promotion and recruitment are necessary for the success of any adult education program. Often, the materials, and the time to develop them, are unavailable. This publicity kit is an attempt to remedy this situation.

The materials in this kit are designed as black-line masters to give you maximum flexibility. To use them as they are, you need only add your institution's logo, when needed. To satisfy a particular promotional effort, you may want to reassemble the prepared copy or strip in additional copy. Paste-up and layout could be handled by your printing facility or a local printer. Newspapers and magazines will make adjustments in the size of ads, usually at no charge to you.

NOTE: Suggestions for use appear on the back of each black-line master.

THE NATIONAL CENTER
FOR RESEARCH IN VOCATIONAL EDUCATION
THE OHIO STATE UNIVERSITY

These materials are designed for three campaigns, each offering two approaches.

LITERACY

(1) An approach for enhancing community awareness of your role in tackling the literacy problem.

(2) An approach for informing local employers of the problem, how it affects them, and how you can help.

ENTREPRENEURSHIP

Two different approaches to promote entrepreneurship education in your community.

INSTITUTIONAL AWARENESS

(1) An approach to promote your services to employers.

(2) An approach to recruit clients.

For more information about this product or how the National Center can assist you in enhancing your program contact:

The Program Information Office
The National Center for Research in Vocational Education
The Ohio State University
1960 Kenny Road
Columbus, OH 43210-1090
(800) 848-4815 or (614) 486-3655

The following materials are included for each approach:

- Public Service Announcement (PSA) copy and slide
- Black-line master for poster (8 1/2 x 11)
- Black-line master for stationery, flyer, large ad (8 1/2 x 11)
- Black-line master for descending sizes of slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, and other such items
- Black-line master for bumper sticker, bus card, or taxi card
- Black-line master for ads
- Black-line master for pads of tear-off cards

LITERACY CAMPAIGN

Community Awareness, Approach #1

The black-line masters for this campaign follow on subsequent sheets. A suggested public service announcement (PSA) appears below. Suggestions for using each of the other pieces appear on the reverse side of each piece.

PUBLIC SERVICE ANNOUNCEMENT: TV

Slide #1: "LITERACY . . . It's not just another pretty word."
Slide #2: Your institution's logo. (optional)

Length: 10 seconds
Suggested copy: (Slide #1) LITERACY IS NOT JUST ANOTHER PRETTY WORD. IT COULD HELP SOMEBODY YOU KNOW. (Slide #2) CALL _____ FOR DETAILS.

Literacy

. . . It's not just another pretty word.

Literacy means:

- Employment
- Higher salary
- Job promotions
- Independence
- Self-respect
- Better communication skills
- The ability to read books, newspapers, and magazines

Literacy is not just another pretty word. It's a pretty good idea. If someone you know is being held back by low reading or math skills, do them a favor.

CONTACT:

Literacy Campaign I

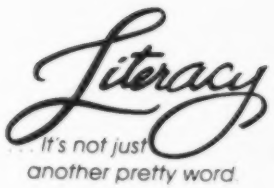
Poster

Add contact information.

. . . It's not just another pretty word.

Literacy Campaign I
Stationery, flyer, large ad

Literacy
. . . It's not just
another pretty word.


Literacy
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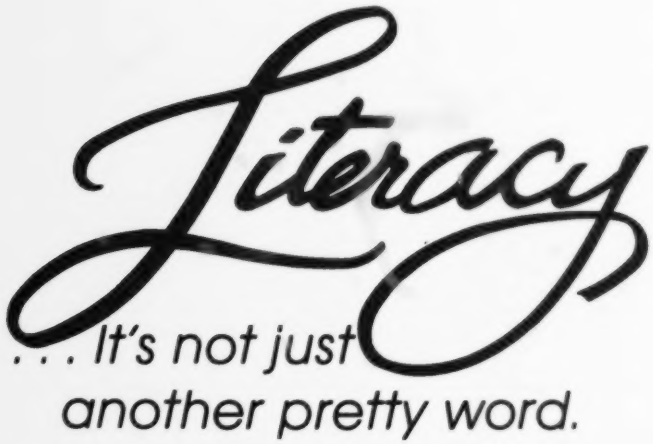
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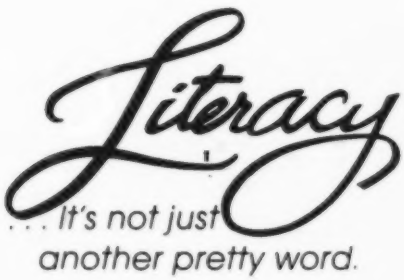
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another pretty word.

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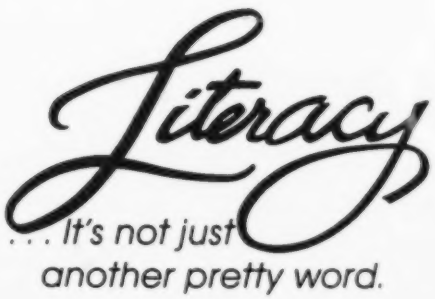
another pretty word.


Literacy
. . . It's not just
another pretty word.

Literacy Campaign I

Slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, etc.

Literacy . . . It's not just another pretty word.

Literacy means:

- Employment
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CONTACT:

Literacy Campaign I
Ads

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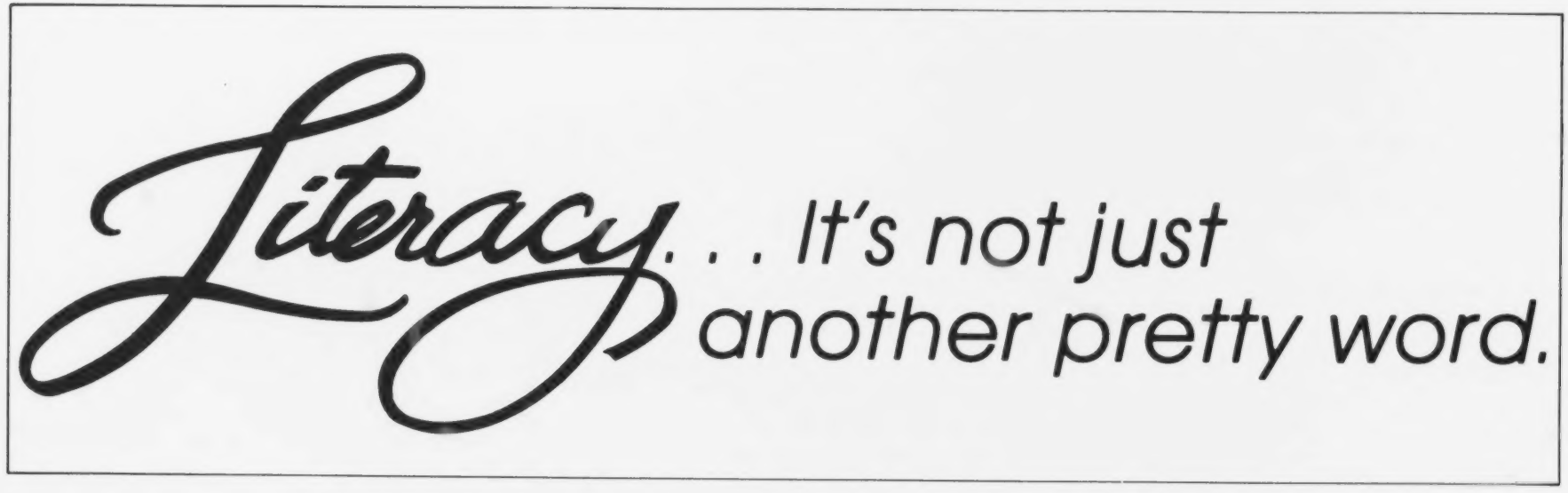
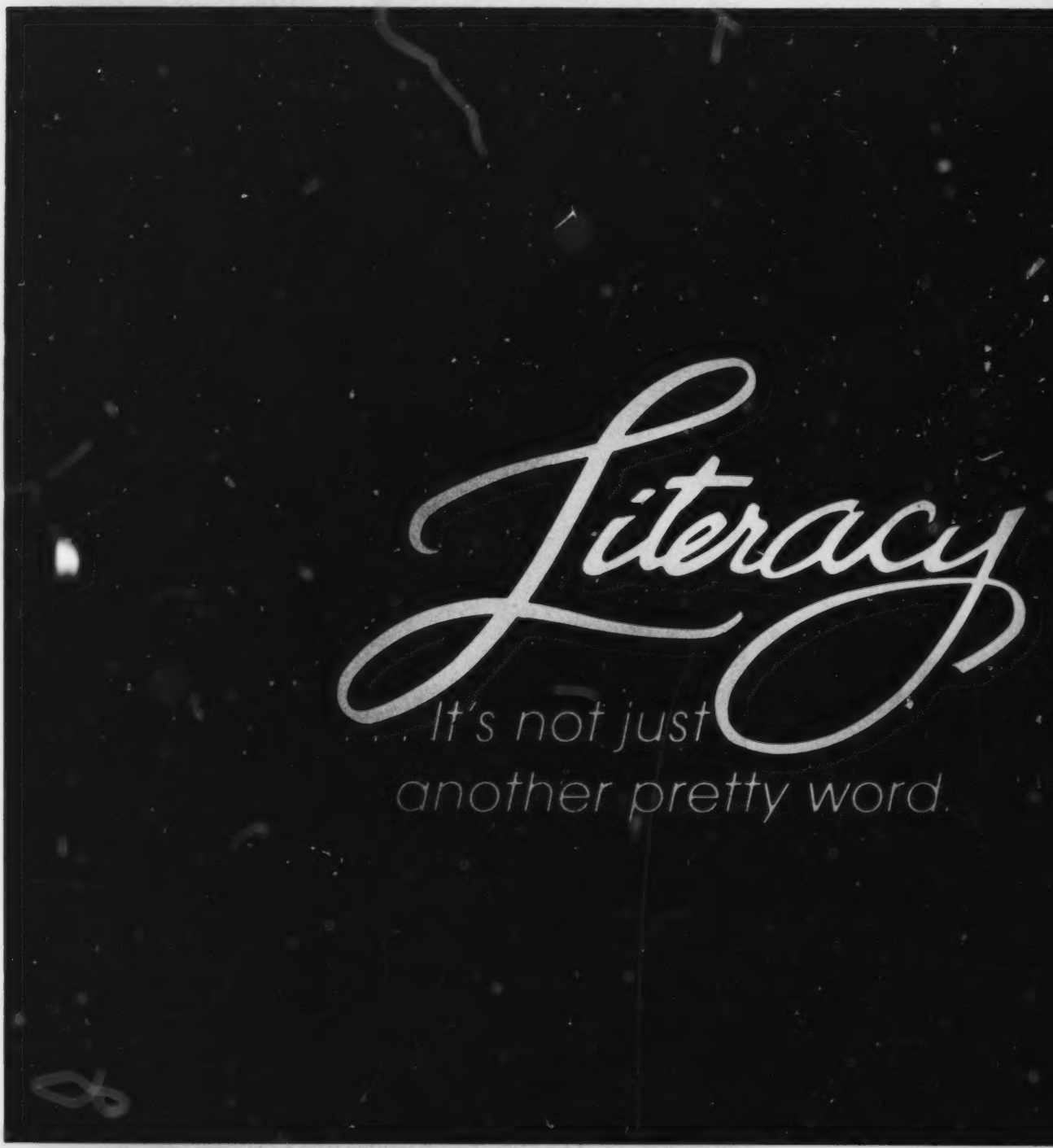
Literacy Campaign I
Ads


Literacy. . . It's not just
another pretty word.

Literacy Campaign I

Bumper sticker, bus card, taxi card


Literacy
. . . It's not just
another pretty word.

Literacy Campaign I
Video card, slide text

ENTREPRENEURSHIP CAMPAIGN

Approach #1

The black-line masters for this campaign follow on subsequent sheets. A suggested public service announcement (PSA) appears below. Suggestions for using each of the other pieces appear on the reverse side of each piece.

PUBLIC SERVICE ANNOUNCEMENT: TV

Slide #1: "Mind your own Business! . . ."
Slide #2: Your institution's logo. (optional)

Length: 10 seconds
Suggested copy: (Slide #1) MIND YOUR OWN BUSINESS BY OWNING YOUR OWN BUSINESS. (Slide #2) AT _____ WE'LL SHOW YOU HOW. CALL _____ FOR DETAILS.

Mind Your Own Business

. . . by owning your own business.

Be an

Entrepreneur

CONTACT:

Entrepreneurship Campaign 1

Poster

Add contact information.

Mind Your Own Business

. . . by owning your own business.

Be an Entrepreneur

Entrepreneurship Campaign 1
Stationery, flyer, large ad

Mind Your Own Business . . .
by owning your own business.

Mind Your Own Business . . .
by owning your own business.

Mind Your Own Business . . .
by owning your own business.

Mind Your Own Business . . .
by owning your own business.

Mind Your Own Business . . .
by owning your own business.

Mind Your Own Business . . .
by owning your own business.

Mind Your Own Business . . .
by owning your own business.

Entrepreneurship Campaign 1

Slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, etc.

Mind Your Own Business

. . . by owning your own business.

Be an Entrepreneur

Mind Your Own Business

. . . by owning your own business.

Be an Entrepreneur

Entrepreneurship Campaign 1
Ads

Mind Your Own Business

. . . by owning your own business.

Be an Entrepreneur

Mind Your Own Business

. . . by owning your own business.

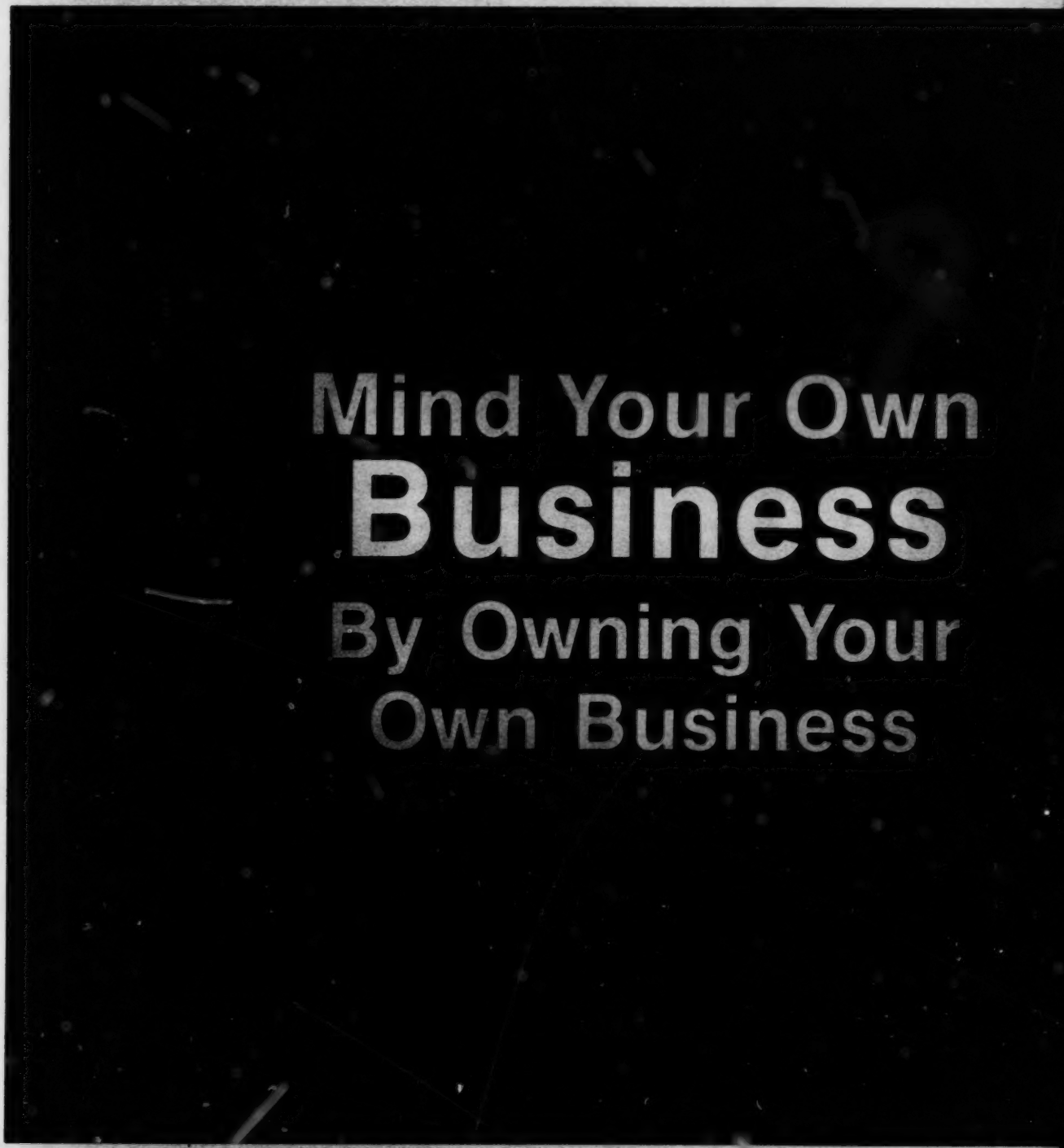
Be an Entrepreneur

Entrepreneurship Campaign 1
Ads

Entrepreneurship

you do it your way!

Entrepreneurship Campaign 1
Bumper sticker, bus card, taxi card


Mind Your Own
Business
By Owning Your
Own Business

Entrepreneurship Campaign 1
Video card, slide text

INSTITUTIONAL AWARENESS CAMPAIGN

Promotion to Employers, Approach #1

The black-line masters for this campaign follow on subsequent sheets. A suggested public service announcement (PSA) appears below. Suggestions for using each of the other pieces appear on the reverse side of each piece.

PUBLIC SERVICE ANNOUNCEMENT: TV

Slide #1: "EXPERTISE for a Changing World."
Slide #2: Your institution's logo. (optional)

Length: 10 seconds
Suggested copy: (Slide #1) WORK IN AMERICA IS CHANGING. ARE YOU?
(Slide #2) AT _____ WE CAN HELP YOU DEVELOP NEW SKILLS AND A NEW CAREER. CALL _____.

The times are changing.

Employers are changing.
Jobs are changing.
Workers are changing.

How about you?

If you develop new skills, you could—

- get a job
- advance in your present job
- move up to a better job

Our counselors can help you plan your career. Call or write us.

Think of us as

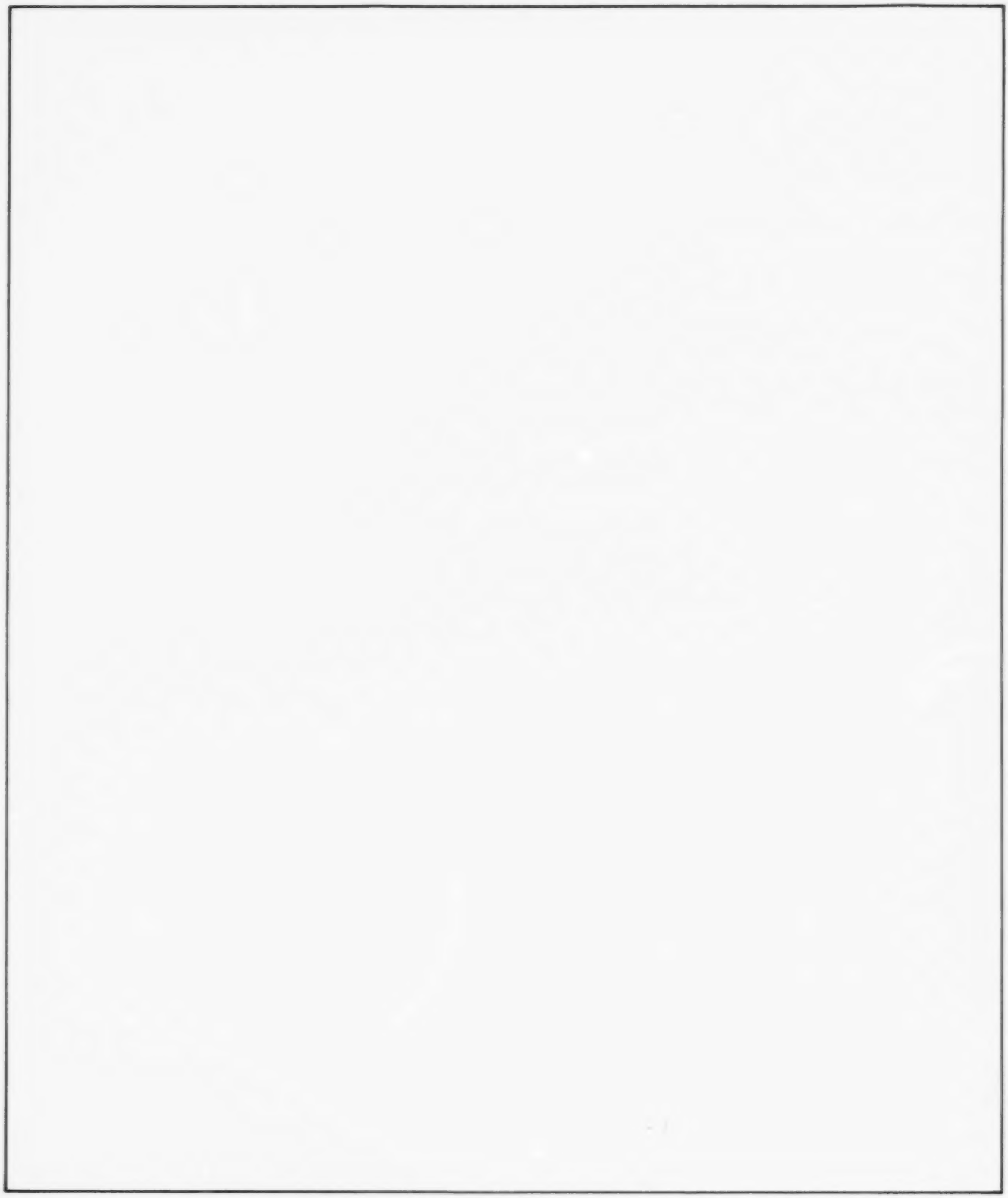
The Expertise People

Institutional Awareness Campaign 1

Poster

Add contact information.

Expertise for the changing world of work



The Expertise People

Institutional Awareness Campaign 1
Stationery, flyer, large ad

The Expertise People

The Expertise People

The Expertise People

The Expertise People

The Expertise People

The Expertise People

The Expertise People

The Expertise People

Institutional Awareness Campaign 1

Slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, etc.

The **times** are changing. **Employers** are changing. **Jobs** are changing. **Workers** are changing . . .

How about you?

If you develop new skills, you could—

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Think of us as

The Expertise People

Expertise

for the changing world of work

If you develop new skills, you could—

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Our counselors can help you plan your career. Call or write us.

Think of us as

The Expertise People

Institutional Awareness Campaign 1

Ads

The times are changing.
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The times are changing.
Employers are changing.
Jobs are changing.
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How about You?

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- advance in your present job
- move up to a better job

Our counselors can help you plan your career. Call or write us.

Think of us as

The Expertise People

Institutional Awareness Campaign 1
Ads

The Expertise People

Institutional Awareness Campaign 1
Bumper sticker, bus card, taxi card

America needs workers with KNOW-HOW

Institutional Awareness Campaign 1
Video card, slide text

LITERACY CAMPAIGN

Employer Awareness, Approach #2

The black-line masters for this campaign follow on subsequent sheets. A suggested public service announcement (PSA) appears below. Suggestions for using each of the other pieces appear on the reverse side of each piece.

PUBLIC SERVICE ANNOUNCEMENT: TV

Slide #1: "LITERACY the difference in your organization's PRODUCTIVITY."
Slide #2: Your institution's logo. (optional)

Length: 10 seconds
Suggested copy: (Slide #1) LITERACY COULD MAKE THE DIFFERENCE IN YOUR ORGANIZATION'S PRODUCTIVITY. (Slide #2) AT _____ WE CAN HELP. CALL US AT _____.

Literacy: the difference in productivity

Literacy is the ability to perform on the job and to contribute to this community. Literacy and productivity are directly related: as workers improve their verbal and mathematical skills, productivity increases.

Q: How can I find out about local programs that can enhance the literacy of my employees?

A: Call or write us:

CONTACT:

Literacy the difference in Productivity

Literacy Campaign 2
Stationery, flyer, large ad

Literacy– the difference in Productivity

Literacy– the difference in Productivity

Literacy– the difference in Productivity

Literacy– the difference in Productivity

Literacy– the difference in Productivity

Literacy– the difference in Productivity

Literacy Campaign 2

Slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, etc.

Literacy

the difference in

Productivity

Literacy is the ability to perform on the job and to contribute to this community.

Literacy and productivity are directly related as workers' improve their verbal and mathematical skills, productivity increases.

Find out about local programs that can raise the literacy of your employees.

Contact:

Literacy

the difference in

Productivity!

Literacy is the ability to perform on the job and to contribute to this community.

Literacy and productivity are directly related as workers' improve their verbal and mathematical skills, productivity increases.

Find out about local programs that can raise the literacy of your employees.

Contact:

Literacy Campaign 2
Ads

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Contact:

Literacy

the difference in

Productivity

Find out about local programs that can raise the literacy of your employees.

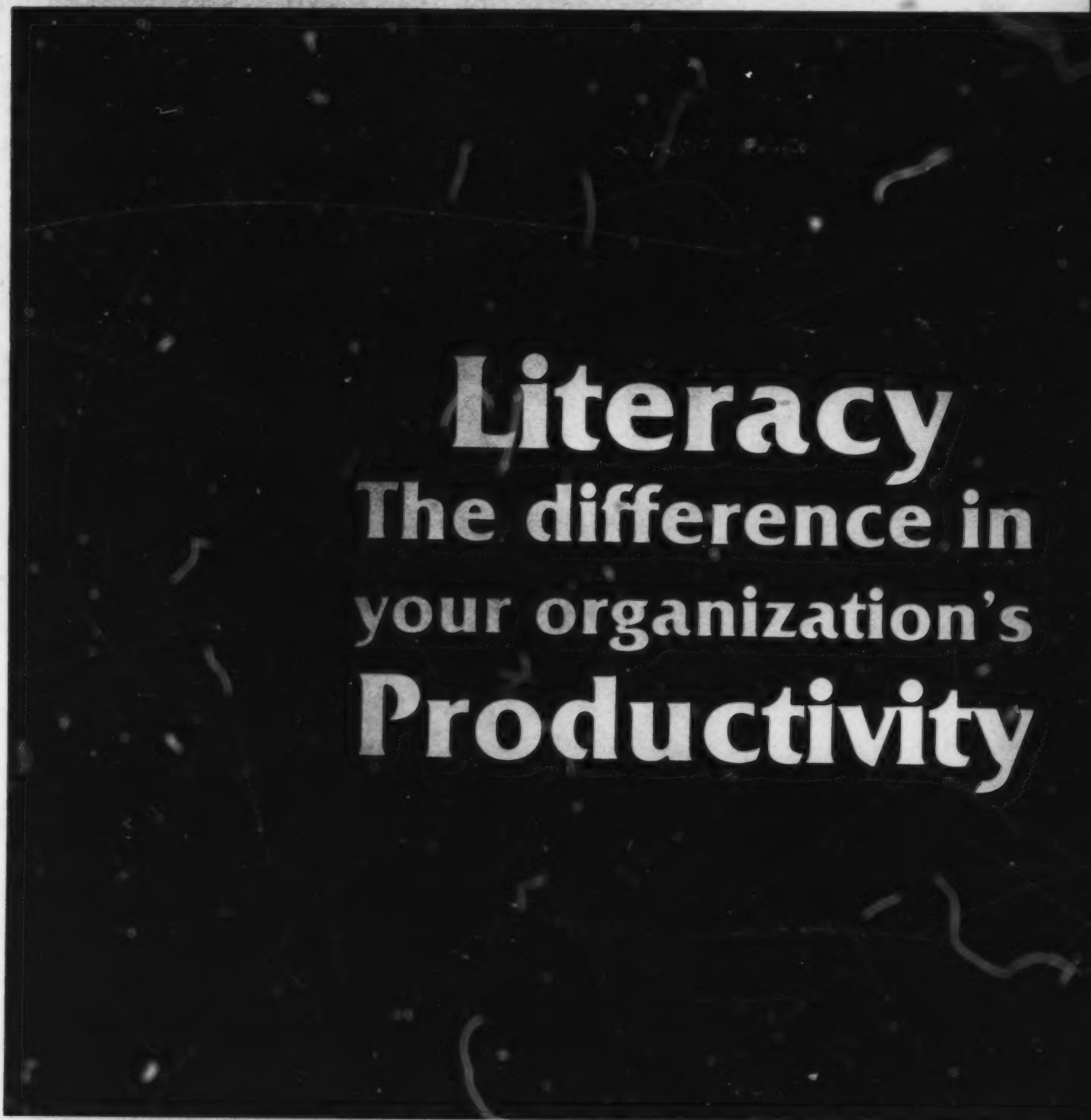
Contact:

Literacy Campaign 2

Ads

Literacy the difference in Productivity

Literacy Campaign 2
Bumper sticker, bus card, taxi card


Literacy
The difference in
your organization's
Productivity

Literacy Campaign 2
Video card, slide text

ENTREPRENEURSHIP CAMPAIGN

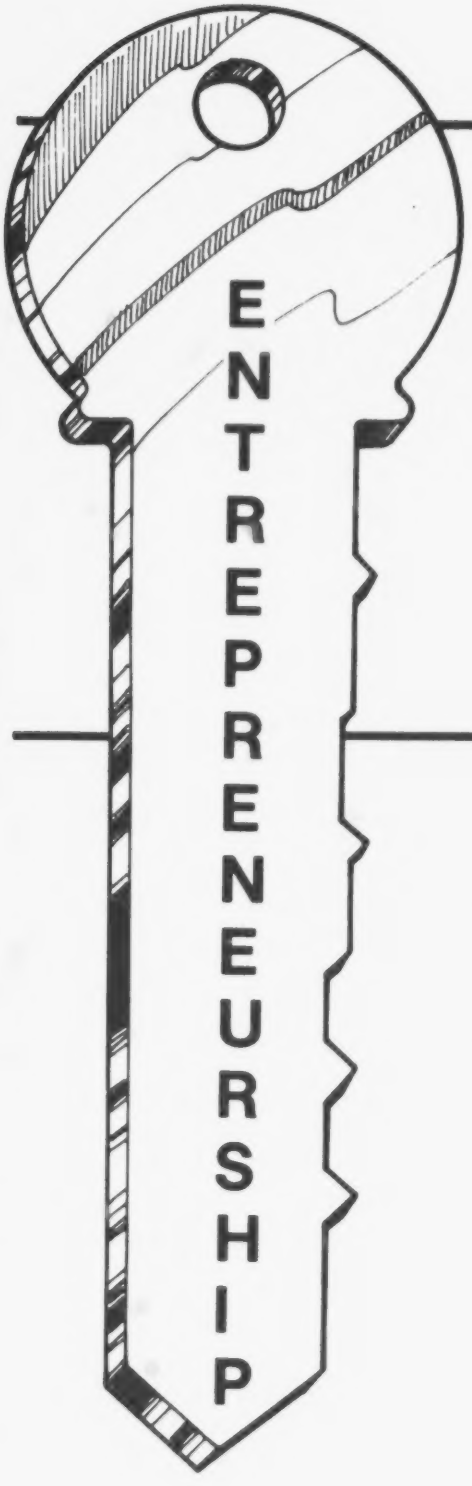
Approach #2

The black-line masters for this campaign follow on subsequent sheets. A suggested public service announcement (PSA) appears below. Suggestions for using each of the other pieces appear on the reverse side of each piece.

PUBLIC SERVICE ANNOUNCEMENT: TV

Slide #1: "ENTREPRENEURSHIP is the Key!"
Slide #2: Your institution's logo. (optional)

Length: 10 seconds
Suggested copy: (Slide #1) OWN YOUR OWN BUSINESS. OWN YOUR OWN FUTURE. ENTREPRENEURSHIP IS THE KEY. (Slide #2) CALL _____ FOR DETAILS.



Own Your Own Business Own Your Own Future

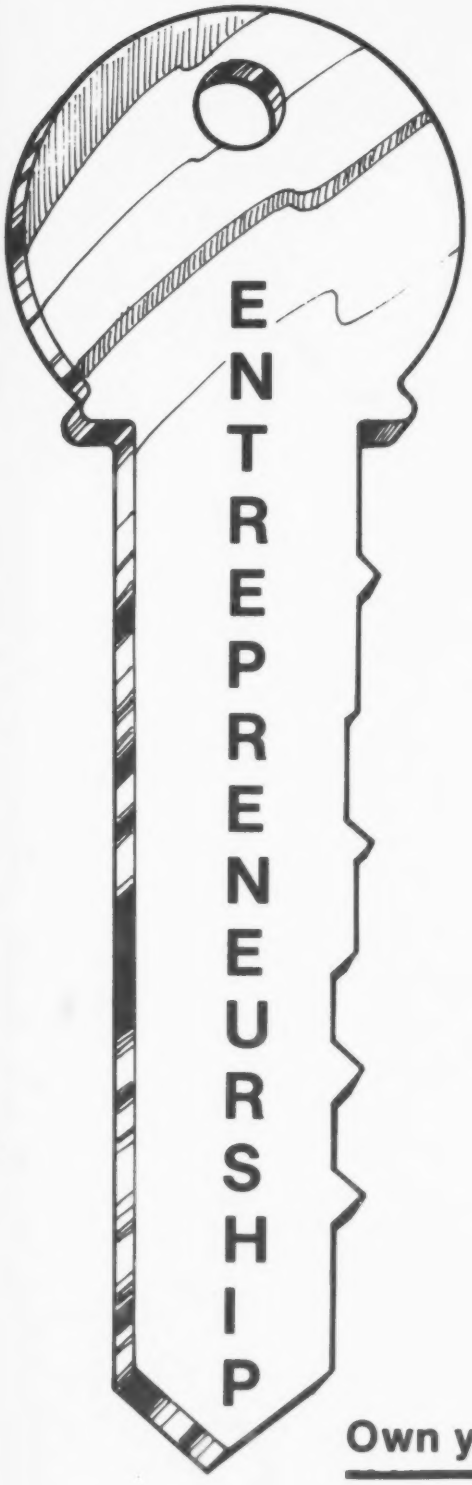
Entrepreneurship **is the key. If you have already decided to go into business for yourself—or if you are just thinking about self-employment—call us. Open up a whole new future.**

Call or write to:

Entrepreneurship Campaign 2

Poster

Add contact information.



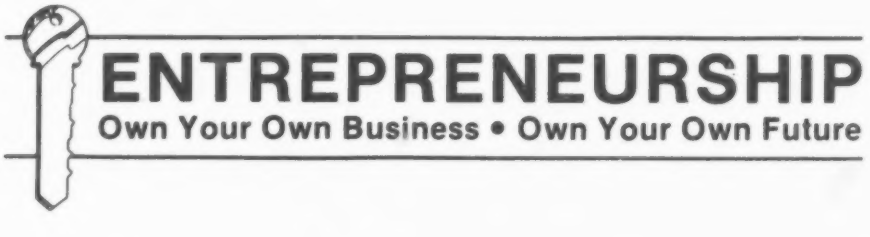
Own your own business • Own your own future

Entrepreneurship Campaign 2
Stationery, flyer, large ad

ENTREPRENEURSHIP
Own Your Own Business • Own Your Own Future

ENTREPRENEURSHIP
Own Your Own Business • Own Your Own Future

ENTREPRENEURSHIP
Own Your Own Business • Own Your Own Future

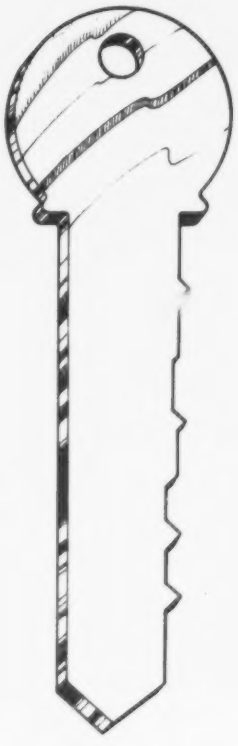

ENTREPRENEURSHIP
Own Your Own Business • Own Your Own Future

ENTREPRENEURSHIP
Own Your Own Business • Own Your Own Future

ENTREPRENEURSHIP
Own Your Own Business • Own Your Own Future

Entrepreneurship Campaign 2

Slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, etc.



Own Your Own Business

★ ★ ★ ★

Own Your Own Future.

Entrepreneurship is the key. If you have already decided to go into business for yourself—or if you are just thinking about self-employment—call us. Open up a whole new future.

Own Your Own Business

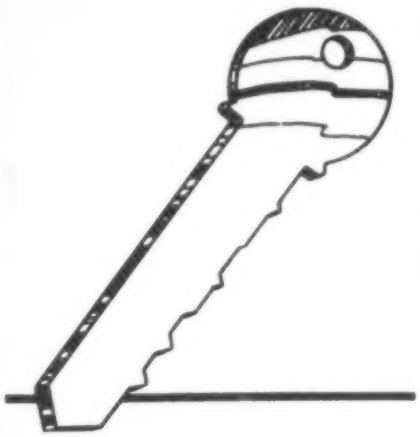
•

Own Your Own Future

Entrepreneurship is the key. If you have already decided to go into business for yourself—or if you are just thinking about self-employment—call us. Open up a whole new future.

Entrepreneurship Campaign 2

Ads



Own Your Own Business

●

Own Your Own Future

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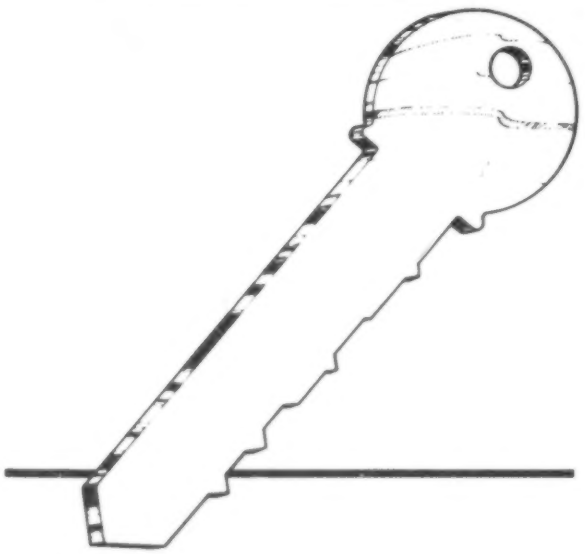
Call or write to:



Own Your Own Business

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Own Your Own Future

Entrepreneurship is the key. If you have already decided to go into business for yourself—or if you are just thinking about self-employment—call us. Open up a whole new future.

Call or write to:

Entrepreneurship Campaign 2

Ads

ENTREPRENEURSHIP

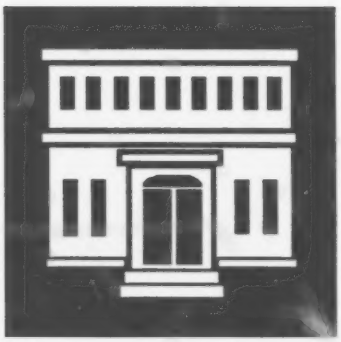
Own Your Own Business • Own Your Own Future

Entrepreneurship Campaign 2
Bumper sticker, bus card, taxi card

ENTREPRENEURSHIP
is the Key!

Entrepreneurship Campaign 2

Video card, slide text



INSTITUTIONAL AWARENESS CAMPAIGN

Client Recruitment, Approach #2

The black-line masters for this campaign follow on subsequent sheets. A suggested public service announcement (PSA) appears below. Suggestions for using each of the other pieces appear on the reverse side of each piece.

PUBLIC SERVICE ANNOUNCEMENT: TV

Slide #1: "AMERICA NEEDS WORKERS WITH KNOW-HOW."
Slide #2: Your institution's logo. (optional)

Length: 10 seconds
Suggested copy: (Slide #1) AMERICA NEEDS WORKERS WITH KNOW-HOW. AT _____ (Slide #2) WE HAVE PROGRAMS THAT CAN DEVELOP YOUR WORK SKILLS. CALL _____ FOR DETAILS.

Our Community Needs Employees with Know-How.

We offer you:

Use poster filler here.

Think of us as

The Expertise People

Use poster filler here.

Institutional Awareness Campaign 2

Poster (a)

Use poster filler information to personalize this master. Box marked with dotted line can be used for contact information, clip art, a photo of your institution, or a tear-off pad of postcards.

- Literacy Enhancement
- Job Upgrading
- Support Services
- Job Training
- Placement Services
- Entry-Level Job Training
- Employability Skills Training
- Employability Training for Handicapped, Women, Older Workers, Displaced Farmers
- Customized Job Training
- Curriculum Development
- JTPA Programs
- Entrepreneurship
- Bilingual Vocational Education
- Skills Assessment
- Co-op Educational Programs
- Apprenticeship Programs
- Resources Sharing
- Economic Development

Call or write!

Contact:

Check it out!

Let us tell you all about it!

Talk to us!

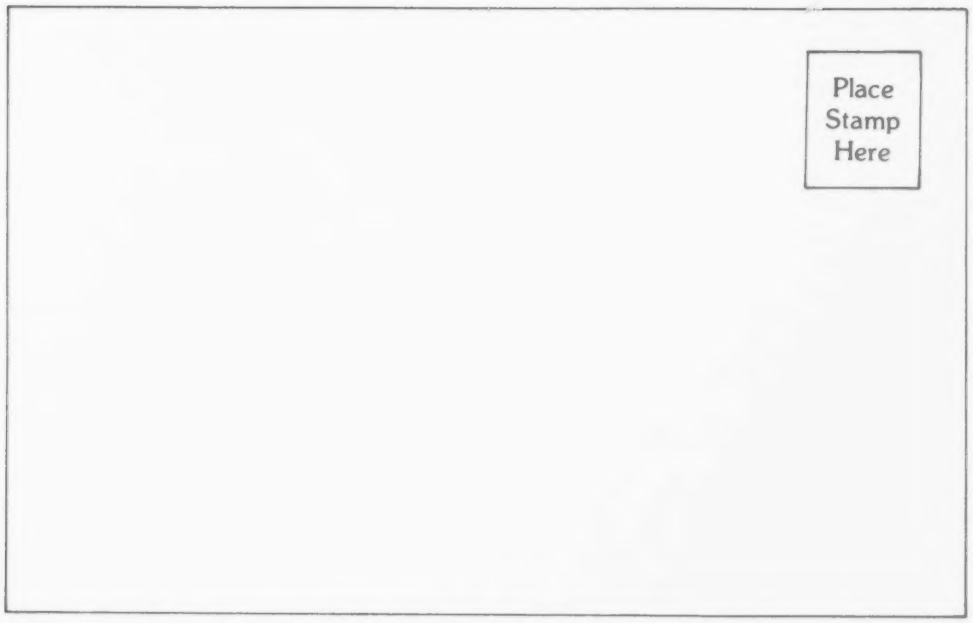
Find out more. . .

Institutional Awareness Campaign 2

Poster (b)

Use these slogans and modify the program offering list to personalize your master poster (a).

Front



Back

Name _____

Address _____

City _____ State _____ Zip _____

Organization _____ Tel. _____

Yes—I'd like to know more about your entrepreneurship program.

Yes—I'd like to know more about the programs that can help me improve my job skills.

Yes—I'd like to know more about programs that can help me plan a better career.

Yes—I'd like to know more about your literacy programs.

Yes—I'd like to know more about programs that can increase the literacy of my employees.

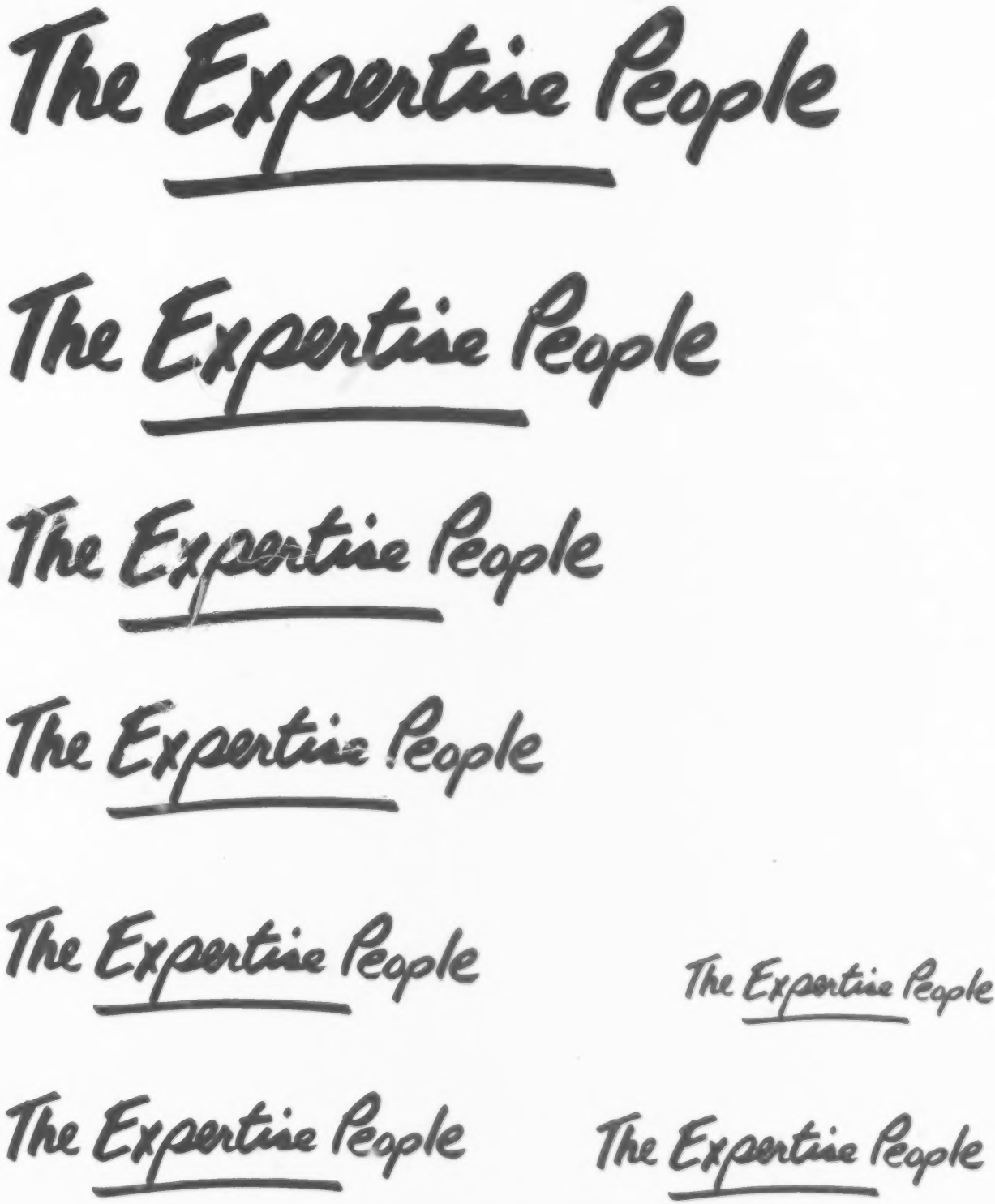
Yes—I'd like to know more about programs that can upgrade my employees' skills.

All Campaigns

Pads of tear-off cards

Strip in inquiry information
appropriate to your program(s)
on the back of cards. Strip
in your address on card fronts.
U.S. Postal Service requires
postcards be no larger than
4 1/4" x 6" and no smaller than 3 1/2" x 5".

Institutional Awareness Campaign 2
Stationery, flyer, large ad


The Expertise People
The Expertise People
The Expertise People
The Expertise People
The Expertise People
The Expertise People
The Expertise People
The Expertise People

Institutional Awareness Campaign 2

Slogans for business cards, balloons, coffee cups, banners, shopping bags, key chains, etc.

Our Community Needs Employees with Know-How.

We offer you:

- Literacy Enhancement
- Job Upgrading
- Support Services
- Job Training
- Placement Services
- Entry-Level Job Training
- Employability Skills Training
- Employability Training for Handicapped, Women, Older Workers, Displaced Farmers
- Customized Job Training
- Curriculum Development
- JTPA Programs
- Entrepreneurship
- Bilingual Vocational Education
- Skills Assessment
- Co-op Educational Programs
- Apprenticeship Programs
- Resources Sharing
- Economic Development

Think of us as

The Expertise People

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Institutional Awareness Campaign 2

Ads

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Think of us as

The Expertise People

Institutional Awareness Campaign 2

Ads

The Expertise People

Institutional Awareness Campaign 2
Bumper sticker, bus card, taxi card

EXPERTISE
for a Changing World

Institutional Awareness Campaign 2
Video card, slide text

OPTIONS ORDER FORM

BILL AS LISTED BELOW

- ☐ Bill Me
- ☐ Bill My Agency/Organization on Purchase Order No. _____
  - ☐ Purchase Order Enclosed
  - ☐ Confirming P.O. to Follow

REMITTANCE

- ☐ $_____ U.S. enclosed CK No. _____ (payable to the National Center for Research in Vocational Education)
- ☐ Payable on receipt of invoice

CHARGE* TO MY CREDIT CARD ☐ ☐

_____ Expiration Date _____
Credit Card Number mo. yr.

_____ $ _____ U.S.
Name on Card (Print or Type) Amount

_____ _____
Authorized Signature Date

(_____) _____
Telephone Number

* Agreeing to pay the sum, set forth to the bank which issued the card in accordance with the terms of the credit card.

BILL TO:

_____
Agency

_____
Name/Title

_____
Street Address

_____
City State Zip

SHIP TO:

_____
Agency

_____
Name/Title

_____
Street Address

_____
City State Zip

Order Authorized by _____
Signature Date

Office Use Only _____
Date

_____
Authorization

Order No.	Title	Unit Price	Quantity Ordered	Extended Price
SP500	OPTIONS: Expanding Educational Services for Adults (complete set)	$174.00		
SP500A	The Educator's Guide	5.25		
SP500B	Orientation to Options (videocassette—VHS)	25.00		
SP500C	Publicity Kit	29.95		
SP500D	Linking with Employers	39.95		
SP500E	Developing a Curriculum in Response to Change	39.95		
SP500F	Special Services for Adult Learners (includes)	29.50		
SP500FA	Adult Career Guidance	12.95		
SP500FB	Literacy Enhancement	9.50		
SP500FC	Entrepreneurship Education	9.50		
SP500G	Case Studies of Programs Serving Adults	39.95		

NOTE: Complete package price of $174.00 represents a 15% + discount of total individual product prices.

Sub Total $ _____

(less _____ % discount as applicable) Minus _____

Total $ _____